

LEO BURNETT COMPANY, Inc.

Ad No. S-1875 - SMI CONVENTIONS - Reg. No. 81894 - Blend Prop. B&W - 90% M - Tobacco Franchise - 72 - 180
Printed in U.S.A.



You get **profit** from Philip Morris People
...20% or more! We can prove it.

Who are Philip Morris People?

The Marlboro Man is one—and so are the millions of smokers who spend millions every month for their favorite Philip Morris brands.

Stop by the Philip Morris booth at the SMI Convention. We'll provide you with a copy of "New Dimensions in Store Profits". It's a computerized analysis that tells you, state by state, just how high your gross can go.

Depending on where your stores are located, your gross profit on cigarettes can be 20%, or even higher. Think what that could mean, on an item with cigarettes' terrific dollar volume.

The low gross on cigarettes is a myth. And we can prove it.



Our people make money for you

Philip Morris
USA

